

*Madison Avenue*



**"THE  
SUCCESSFUL  
SECRETARY"**







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## A SUCCESS STORY



When you think what an office would be without women today, it's hard to believe that until the typewriter was invented, women had no place in the business office.

As the typewriter gained acceptance in American business, women attained a means of entering a field that had always been closed to them. The typewriter gave women a chance to demonstrate their ability in jobs that had previously been handled by men. The success of these first women typists, stenographers and secretaries paved the way for today's business women to assume the many positions of responsibility they now hold.

The successful secretary plays an extremely versatile role in today's business world. She is as respected and secure in her position as any member of the organization. Diplomat, executive, troubleshooter, skilled technician—these are just a few of the talents she has.

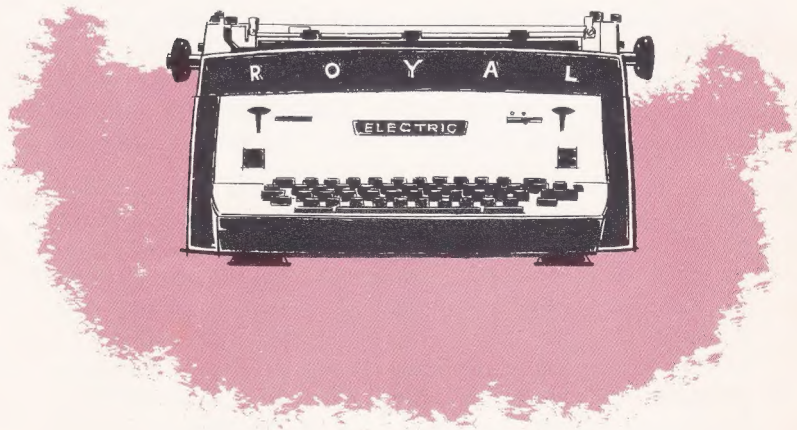
She is often the first person a visitor meets when entering an office and thus can create a favorable "first impression" of the entire organization. She is the pleasant voice over the telephone which gives the caller the image of an agreeable, reliable place to do business. She is the person who always has necessary information or knows exactly where to find it. She is able to compose effective business letters; she is speedy and accurate in her typing skills. In short, she is invaluable to the executive who depends on her for the proper handling of scores of responsibilities and details.



Recognition of secretaries as professionals in their field is now possible through a program sponsored by the National Secretaries Association. This national organization has formed an Institute for Certifying Secretaries. It is composed of six businessmen, six educators, and six secretaries. The purpose of the Institute is to upgrade the secretarial profession by setting standards, constructing tests, and administering examinations for awarding the certificate of Certified Professional Secretary. (C. P. S.) This rating is nationally accepted proof of ability to perform at the highest level in the secretarial profession.\*

To help her reach and hold this high level of performance, the new Royal Electric typewriter has been developed. This wonderful new writing machine incorporates advanced, time-saving features to provide her with the easiest, most efficient operation and the finest printwork possible.

The remaining pages of this booklet bring you a practical guide to better letter writing and more efficient office procedures. The experienced secretary will find this a useful refresher. The beginner will find it an excellent means of improving her secretarial skills. In either case it should be a time and effort saving source of information for the successful secretary.



\*Interested secretaries should write to the Committee on Qualification, Institute for Certifying Secretaries, 222 W. 11 St., Kansas City 5, Mo.



## PORTRAIT OF TODAY'S SUCCESSFUL SECRETARY

A secretary's personal qualities and abilities determine her degree of success on the job. She is:

### **ATTRACTIVE-TO-LOOK-AT**

Her clothing is simple and becoming—well-fitted, smart and freshly-pressed. Her hair style is manageable and neat. A soft make-up highlights her best features and remains fresh-looking all day on the job.

### **CHEERFULLY POISED**

She makes an office a pleasant place with her graciousness and ability to adjust to the moods of others. She knows how to protect her employer against unwanted intrusion — without ever offending the caller.

### **HIGHLY RESPONSIBLE**

She respects the value of time. Company secrets are safe with her for she never gossips. Her common sense and initiative help her supplement her employer's strengths with her own. She knows where to get information and takes many responsibilities off his shoulders.

### **GOOD AT DETAIL**

She avoids errors by standardizing her routine jobs. She works out systems for follow-up on detail. She organizes her work schedule so that important jobs are completed first.

### **EXCELLENT IN SECRETARIAL SKILLS**

She turns out letter-perfect work. Her shorthand and typing are fast and accurate; her letters attractively positioned; her typing clean; her erasures careful.



# ELECTRIC TYPING TIPS



## **POSITION — ARMS, WRISTS, HANDS AND FINGERS**

The upper portion of your arms from shoulder to elbow should hang naturally at your sides. Position your forearms and wrists so that they parallel the slight slope of the electric keyboard. Hold fingers suspended just above the home keys in a completely relaxed and slightly curved position. In this position, the fingers appear to be “pointing” at the keys.

## **TOUCH**

Fingers, from their “pointing” position, will TAP the keys rather than strike them. Bring fingers down lightly, using the cushions of your fingers to TAP the keys gently. If you are a new electric typist, use Royal’s exclusive “Touch Control.” It will help you adjust to electric stroking. If you are an experienced electric typist, “Touch Control” firms or lightens the touch that your stroking requires.

## **CARRIAGE RETURN**

Use a Tap-Return-Relax technique for electric carriage return. TAP the carriage return key with a flicking motion of the right little finger—instantly RETURN the finger to its home key position—RELAX for a split second over the home row before you start your next line of writing.

## SHIFT AND TAB KEY

Merely flick the shift or tab key with your right little finger, returning the finger immediately to its home key.

### AUTOMATIC FORWARD SPACER

Automatically moves carriage forward several spaces or across the entire sheet. This device speeds fill-in typing on blank forms.

## HALF FORWARD SPACER

Permits you to remove or insert a letter within the same space as misspelled word. Can also be used for justifying right-hand margins.

## LINE METER

Tells you at a glance exactly how many typing lines you have left at the bottom of the sheet.





# MANUAL TYPING TIPS



## **BODY POSITION**

Sit erect, feet flat on the floor, one slightly in front of the other. Sit in a comfortable position with the small of the back resting against the back of the chair, the upper part of the body leaning forward.

## **ARMS AND FINGERS**

Keep the arms relaxed, sloping downward from the wrists to the elbows in line with the slope of the keyboard. Keep fingers curved and close to the home keys. Stroke the keys sharply with the ball and tip of the fingers using a finger action—motion should come from knuckles to finger tips. Use your little fingers to anchor the rest of the fingers. Make them hug home keys “A” and “;” whenever the other fingers leave the home row. This is called “pivoting,” and helps to acquire a sense of FEEL and LOCATION.

## **EYES**

Keep your eyes on the copy. Place the copy to the right of the typewriter so there is no interference with your line of vision when returning carriage. Concentrate on the material you are typing.

## **CARRIAGE RETURN**

With the fingers of the left hand braced against each other, THROW the Line Space Lever for speedy carriage return. Strike the lever with the second joint of the index finger. Return to the home keys at once and resume typing immediately.

## **RHYTHM**

Type at a steady pace to develop smoothness and continuity first; then type as fast as you can accurately. Listen for the bell. Glancing up from the copy for line endings breaks the typing rhythm and causes errors.



# TYPEWRITER CARE MEANS BETTER RESULTS



To get maximum performance from your typewriter and prolong its life, follow these suggestions.

- *Have* your typewriter fastened to your desk. Your Royal representative will gladly take care of this for you.
- *As often as possible* dust the accessible parts of your machine with a brush or lint-free cloth. Lightly dust the type bars toward you; be sure not to brush from side to side or back into the type bar slots. Move the carriage to the extreme right and left and wipe the exposed surfaces of the carriage rails with a dry cloth. Wipe the slots in the segment (the curved metal framework in which the type bars move) with a dry cloth—wiping toward you. Clean the type with a dry bristle brush.
- *Frequently* clean the type face with Roytype Plastic Type Cleaner. This putty-like cleaner is pressed firmly against type. When pulled away, it releases the dirt. For stubborn cases, use a stiff, dry bristle brush—brushing toward you.
- *To prevent* smudges on your paper, remove cylinder—clean cylinder, feed rolls, bail rolls with a cloth moistened with Roytype Liquid Cleaner.
- *If you are using* an electric typewriter, make it a habit to shut off power switch when not in use.
- *At the end of the day* cover machine with a dust cover.
- **AVOID** Typing directly on the platen.

Using oil when cleaning your typewriter. Leave this to your service technician.

Erasing directly over the printing point. Move the carriage to the left or right so erasure grit will fall on the typewriter dust-protecting shields or on the desk.



## TRANSCRIPTION HINTS



*To increase your transcription efficiency—*

**USE** correct typewriting techniques in transcription, transcribing rhythmically, smoothly, and with continuity.

**MAKE** an effort to understand the meaning of each dictated letter. Consider the relation of the words to the thought behind the letter. In transcription this will assure accurate interpretation of your outlines, thus avoiding any possible alteration of the dictator's intended meaning.

**JUST** prior to transcription, read through each dictated letter, make grammar corrections if necessary, insert punctuation, indicate paragraphs, look up all doubtful spellings. This will eliminate reading hesitation, and will increase your rhythm, accuracy, and speed in transcribing.

**MENTALLY** shape up size of your letter from number of paragraphs in the letter. This will assist you in setting correct margin stops for the attractive placement of long, average or short letters. Letters of varying lengths will have different margin settings. Placement of date line will change with size of each letter.

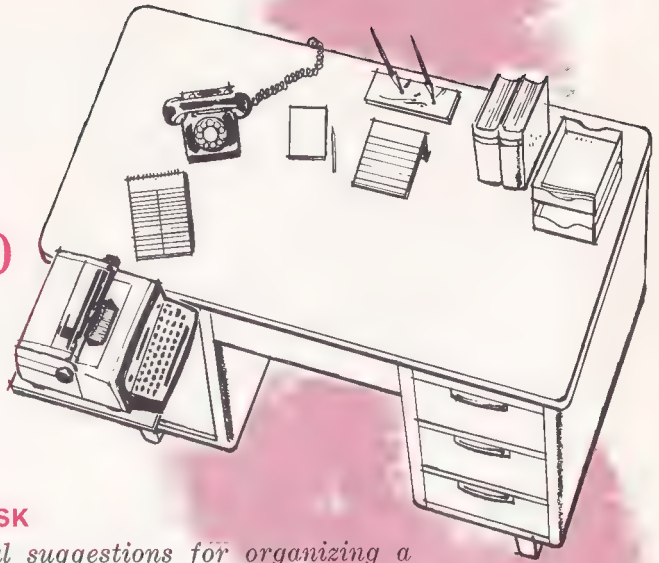
**KEEP** eyes on your shorthand notes when you are typing. Read ahead just far enough for continuous typing, and avoid looking up from notes to typewritten work.

**SET** right margin stop for the desired ring of the bell for line endings. Return carriage as soon as possible after bell rings, without looking up from your notes.

**PROOFREAD** entire copy before removing it from the typewriter. This will simplify any necessary correction of errors.



# ORGANIZING DESK AND SUPPLY AREAS



## THE SECRETARY'S DESK

*Here are some helpful suggestions for organizing a single pedestal secretarial desk.*

**Top of the Desk**—Calendar, memo pad, dictation notebook, incoming and out-going file, pen and pencil set. Some secretaries prefer to keep reference books on the top of the desk during the day for quick use. Others prefer to keep them in the bottom right-hand drawer.

**Wide Center Drawer**—Most center drawers have compartments or front trays in which can be placed sharpened pencils, pens, erasers, paper clips and rubber bands. Scissors, stapler, staple remover, ruler, tape, notebook (at night) are also kept in this center drawer.

**Top Drawer**—Might contain manila file folders labeled (1) material to be filed; (2) work to be done; (3) work for slow periods. A telephone numbers book listing numbers frequently called, and a 3 x 5 card file of names and addresses of business correspondents may also be kept there.

**Middle Drawer**—Usually set up as a stationery drawer. Equip partitions with letterhead paper, onionskin, carbon paper, bond second sheets, and special company paper. Envelopes of various sizes are also placed in this drawer, as well as labels.

**Bottom Drawer**—Reference books, such as a dictionary, secretary's handbook, and word division manual, are generally placed in front. Purse, gloves, other personal belongings, cleaning brush and cloth are set in back.

### THE EMPLOYER'S DESK

The employer's desk should be kept tidy and well supplied with sharpened pencils, erasers, blotters, rubber bands and paper clips. Pens should be kept filled; stapler checked for necessary refills; appointment book and calendar opened each day to the correct date; and any accumulation of extraneous reference material removed.

### SUPPLIES

It is the secretary's responsibility to have on hand a generous quantity of supplies for her own use and for that of her employer. The supply storage area can be kept neat by grouping similar items together.

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## TELEPHONE TECHNIQUES



Your tone of voice over the telephone indicates your attitude toward the person calling, and at the same time reflects your personality. A friendly, business-like voice will help build good will for you as well as the company that employs you.

The following suggestions, together with a thoughtful and considerate approach to each telephone call, will help to improve your telephone service.

*Answering Your Telephone Properly . . .* Talk in a quiet, well-modulated voice, speaking directly into the mouth-piece. Your lips should be one-half inch to one inch from the transmitter.



*Identifying Yourself When Answering . . .* Identify yourself by announcing your name, or your department and your name—"Miss Jones," or "Personnel Department, Miss Jones."

*Intercepting Calls . . .* When it is necessary to intercept calls for your employer, the utmost tact is desirable in determining the identity of the caller. The best way to do this without appearing inquisitive is to use one of the following phrases :

"He is not available at the moment; may I tell him who called?"

"He is busy on another line; will you wait a moment?"

"He is not at his desk just now. If you will leave your name and telephone number, I will have him call you."

"He is not in his office at present; may I take a message?"

"He will not be back until this afternoon; may I have him call you?"

"He is attending a meeting; may I have him call you when he returns?"

The use of these phrases eliminates the rather abrupt phrase, "Who is calling?"; and indicates to the caller your willingness to be of service.

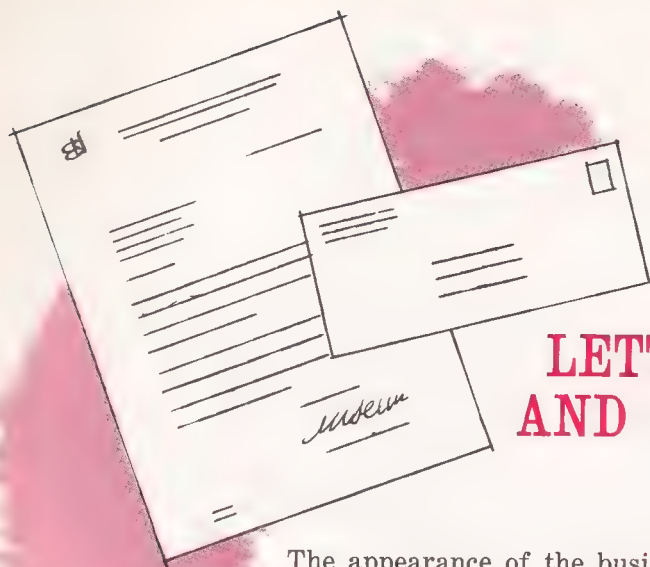
*Taking Messages Accurately . . .* Keep pad and pencil readily available for taking messages. Get the complete details and repeat the information to make sure it is correct.

*Placing Calls . . .* Be sure you have the correct telephone number. Keep a record of frequently called numbers in a Telephone Numbers booklet.

*Terminating Calls . . .* End each conversation in a friendly, unhurried manner that will give the other person the impression you were happy to have had the opportunity to serve him.

Always say "Goodbye." Wait for the caller to hang up or say "Goodbye." A caller frequently has an afterthought and will be annoyed if you hang up too soon.

Replace the receiver gently.



## LETTER STYLE AND PLACEMENT

The appearance of the business letter—design of the letterhead, quality of the stationery, neatness and correctness of the typing—form in the mind of the reader a subconscious picture of the character of your business firm. Think of the letter to be typed as a picture to be framed. Margins should be approximately the same—the bottom margin may be narrower than the top.

*Quality of Paper.* Bond stock of twenty-pound weight,  $8\frac{1}{2}$  x 11 inches in size is generally used for letterheads and continuation sheets. Onionskin or light weight manila paper is used for copies. Envelopes should be of the same quality as the letterhead paper. For an  $8\frac{1}{2}$  x 11 inch letterhead, use a No.  $6\frac{3}{4}$  or a No. 10 envelope.

*Date Line.* The date line may be flush with the right-hand margin, centered under the letterhead, or in line with the left-hand margin in block letter style.

*Inside Address.* Either form is acceptable, although the blocked is more popular. Inside address is single spaced. End punctuation for either form is optional.

### BLOCKED

Royal McBee Corporation  
850 Third Avenue  
New York 22, N. Y.

### INDENTED

Royal McBee Corporation  
850 Third Avenue  
New York 22, N. Y.

*Spacing the Body.* Generally the body of the letter is single-spaced with double spacing between paragraphs. An extremely short letter should be double-spaced. Either the blocked or indented style of paragraphing is acceptable; however, a double-spaced letter requires paragraph indentation.



*Salutation.* Type the salutation two spaces below the inside address, flush with the left-hand margin. If an ATTENTION line is used, type salutation two spaces below the ATTENTION line.

*Complimentary Close.* Type the complimentary close two spaces below the last line of the body of the letter, starting slightly to the right of the center of the page.

*Signature.* When a firm name is included in the signature, type it two spaces below the complimentary close, the writer's name four spaces below the firm name, and his title on the same line or on the next line. Without the firm name, type dictator's name and position four spaces below the complimentary close. The signature is then typed in blocked or indented style, conforming to the style of paragraphing; but, it should not extend beyond the right-hand margin.

*Reference Initials, Enclosures, Distribution.* For reference initials, company rules are followed. Usually the initials of the dictator and the secretary are typed flush with the left-hand margin on a line with the last line of the signature. Type *Enclosure* or *Enc.* one or two spaces below the reference initials, noting number of enclosures if more than one. Distribution notation (CC) is typed below the initials or the enclosures. Postscript is typed two lines below last notation on the letter.

## LETTER SET-UP

The following guide may prove helpful for the placement of different letter lengths on the page. Standard letter size (8½ x 11), and Royal typewriter scales were used to determine the margin positions.

Before using the the tables on the next page, check whether your machine has Pica or Elite type—set the paper guide at 2 to the *left* of zero, and then use the figures appropriate to the type and the length of the letter.

This is Pica, 10 spaces to the inch.

This is Elite, 12 spaces to the inch.

With a little experience in setting up letters according to these suggestions, you will be able to eye-train yourself without resorting to actual measurements.

## SHORT LETTER

Containing 1 to 2  
paragraphs

**Pica Margins:** 20-60

**Elite Margins:** 25-75

**Date Line:** 17 spaces

from top of sheet

**Address:** 5 line spaces  
below date line



Royal McBee Corporation

850 THIRD AVENUE • NEW YORK 22, N.Y.

August 15, 19\_\_

Mr. J. B. Clark, Manager  
Addressing Corporation  
342 Oak Street  
Logan, Louisiana

Dear Mr. Clark:

Thank you for your letter requesting a  
demonstration of the new Royal Electric  
Typewriter.

Mr. R. E. Carpenter, our representative  
in your city, will be happy to give you  
a complete demonstration of the many out-  
standing features of the beautiful new  
Royal Electric. He will telephone you  
promptly to arrange an appointment at  
your convenience.

Yours very truly,

*Frank G. White*

Frank G. White, Manager  
Typewriter Market Planning

FGW:GD

cc: Mr. R. E. Carpenter

### Modified Block Style — Mixed Punctuation

## AVERAGE LETTER

Containing 3 to 4  
paragraphs

**Pica Margins:** 15-65

**Elite Margins:** 20-80

**Date Line:** 15 line spaces

from top of the sheet

**Address:** 4 line spaces  
below date line



Royal McBee Corporation

850 THIRD AVENUE • NEW YORK 22, N.Y.

January 10, 19\_\_

Mr. T. J. Roundley  
164 Twelfth Lane  
Tarrytown, New York

Dear Mr. Roundley:

Thank you for your interest in an office typewriter  
sales career with Royal McBee Corporation.

Royal McBee sells and services the famed Royal Manual  
and Royal Electric Typewriters. As a sales representative  
for the world's largest manufacturer of typewriters, you  
will be selling products with greater acceptance than any  
in its field.

Royal typewriter sales efforts are supported by  
comprehensive advertising and sales promotion programs.  
The newuser receives extensive training in the company's  
products and sales techniques.

Possibly the enclosed material will give you an idea  
of the "Corporate Personality" of Royal McBee. Should you  
wish to discuss this matter further, we shall be pleased  
to set up an appointment.

Cordially yours,

*James W. Dolan*

James W. Dolan  
Director of Industrial Relations

JWD:MS

Enclosure

### Modified Block Style — Paragraph Indentions Mixed Punctuation





Royal McBee Corporation  
850 THIRD AVENUE • NEW YORK 22, N.Y.

October 27, 19\_\_

Mr. John V. Graman  
Supervising Principal  
Neville School District  
Butler, Illinois

Dear Mr. Graman:

As you requested, it is a pleasure to furnish you with the enclosed literature describing Royal Electric and Manual typewriters.

Royal typewriters are known throughout the world for their unequalled quality and performance. Their popularity in schools is attested by the fact that over 90% of all classroom typewriters in the United States are Royals. School business officials tell us that Royal maintenance costs are consistently the lowest - trade-in values the highest.

Nearly 900 Royal sales and service points in the United States assure prompt and efficient service when needed. The excellence of Royal maintenance service has influenced many schools to standardize on Royal typewriters.

Another vital Royal school service is our business education program consisting of practical, timely, teacher and student aids, lecture-demonstrations by specialists, and visual aids.

Your Royal representative, Mr. R. H. Burns, located in Butler at 160 Northwest Seventh Street, will be happy to give you complete information about our products and services. Please feel free to contact him.

Cordially yours

*Stella Willins*

Stella Willins, Manager  
School Typewriter Department

SE:am

cc: Mr. R. H. Burns

## LONG LETTER

Containing 4 to 5  
paragraphs

**Pica Margins:** 10-70

**Elite Margins:** 15-85

**Date Line:** 12 line spaces  
from top of sheet

**Address:** 3 line spaces  
below date line

### Block Style — Open Punctuation

## HEADING AND CLOSING FOR A TWO-PAGE LETTER

### To set up Two-Page Letter

Carry over at least  
4 lines of the body  
of the letter to  
the second page.

**Heading:** 6 line spaces  
from top of sheet

**Message:** 3 line spaces  
from heading

Miss Dorothy Eschen  
Page 2  
February 15, 19\_\_

We are confident that the booklet Electric Keyboard Mastery will prove helpful to you in making the transfer from the manual to the electric typewriter. Should you require additional copies, we shall be very glad to furnish them.

Very truly yours,

*Stella Willins*  
Stella Willins, Manager  
School Typewriter Department

-b. EN

Miss Dorothy Eschen

-2-

February 15, 19\_\_



## FOLDING THE LETTER

### LETTER FOLDING FOR SMALL ENVELOPES

Bring the lower edge of the letter up to about one-half inch from the top of the sheet and crease. Then fold from right to left a little more than one-third of the width of the sheet. Finally fold from left to right and crease again, leaving at least one-quarter inch uncovered by the left fold.

### LONG ENVELOPES

Fold a little less than a third of the letter from the bottom toward the top of the sheet and crease. Then fold upward to within one-half inch of the top and crease again.

### WINDOW ENVELOPES

To fold a letter to fit into a large window envelope, fold from the bottom one third the length of the sheet and crease. Then fold back on the first fold so that the address will be on the outside and crease. Insert with the address facing the front of the envelope.

To fold a letter to fit into a small window envelope, fold from the bottom one third the length of the sheet and crease. Then fold back on the first fold so that the address will be on the outside and crease. Fold the right-hand side of the letter back sufficiently to permit the letter to be inserted easily. Insert with the address facing the front of the envelope.



# GRAMMAR TIPS

*Here are a few helpful rules governing sentence structure.*

## VERB AGREEMENT CAUSE YOU TROUBLE?

A verb should agree with its subject in number; that is if the subject is plural, the verb must be plural:

*Parts for the new equipment are being shipped today.*

Compound subjects require plural verbs:

*The letter and enclosure were mailed.*

Collective nouns, when considered as acting as one, require singular verbs:

*The Board of Directors has been meeting for two hours.*

When the members act individually, use a plural verb:

*The Board of Directors have been discussing the bond issue.*

Words joined to the subject by *with*, *together with*, *including*, *as well as*, or *no less than*, do not affect the number of the subject:

*The manager, as well as his assistant, was at the meeting.*

Two or more singular subjects joined by *or* or *nor* require a singular verb:

*Neither he nor she is going.*

When a subject is composed of both plural and singular subjects, joined by *or* or *nor*, the verb agrees with the nearer:

*Neither spring suspension nor tires absorb these shocks.*

Quantities and sums, or multiples of numbers, when expressing a single idea may take a singular verb:

*Six times six is thirty-six.*

## HOW ABOUT PRONOUNS?

A pronoun agrees in number with the word to which it corresponds:

*Businessmen plan their work.*

*Who* is always used as a subject:

*Who answered the phone?*

An expression inserted between the pronoun *who* and its verb does not change the case of the pronoun:

*The salesman, who I thought would attend, could not come—NOT whom I thought would attend.*

*Whom* is always used as an object:

*To whom am I speaking?*

*That* refers to persons or things, *who* usually to persons, and *which* to things:

*The number of men that (or who) remained was small.*

*I read a book that (or which) he recommended.*



The object of a verb or a preposition should be in the objective case:

That man just spoke to *you* and *me*.

Do not use "between *you* and *I*."

*Each, every, either, neither, someone, somebody, etc.,* should be referred to by the singular pronoun:

*Each* carried *his* hat.

## ADJECTIVE OR ADVERB?

Adjectives describe nouns and pronouns:

The receptionist was *tall* and *attractive*.

Adverbs modify verbs, adjectives, and other adverbs:

The new item *sold rapidly*. (Modifying verb)

You were *very lucky* to have won the appointment.  
(Modifying adjective)

He read the statement *very slowly*. (Modifying another adverb)

## TENSE

The tense, or time, of the verb in the main clause of a sentence should agree with other verbs in the sentence:

Not—We *felt* we *can* make delivery in two weeks.

Correct—We *felt* we *could* . . .

Or—We *feel* we *can* . . .

However, in a dependent clause expressing a statement permanently true, the verb should be put in the present tense, regardless of other verb tense in the sentence.

He said that this *is* a permanent finish.

Past tense and the perfect tense should not be confused.

Incorrect: I *have asked* him yesterday to give me his order.

Correct: I *asked* him yesterday to give me his order.

## USE OF SHALL AND WILL

To express simple future, use *shall* (or *should*) with the first person, and *will* (or *would*) with the second or third person:

*I shall* look forward to hearing from you.

*You will* receive payment in a few days.

*He will* arrive at the office today.

To express determination or promise, use *will* (or *would*) with the first person and *shall* (or *should*) with the second or third person:

*I will* not record payment of this bill until Monday.

*You shall* certainly represent the company at the next meeting.

*He shall* be forced to reconsider the new bid on the land.





● A **PERIOD** is used at the end of a declarative sentence, after an abbreviation, and after a command expressed in question form.

Order No. 657 is ready for shipment.  
May I hear from you as soon as possible.

## PUNCTUATE FOR CLARITY

● A **COMMA** is used . . . To separate words, phrases, and clauses in a series:

Mary arrived, saw the Personnel Manager, and took her test.

To separate inverted clauses:

Although he was retired, he visited his old company often.

To separate independent clauses joined by *and*, *but*, *or*, *for*:

The woman was entitled to the death benefit, for she had paid the premiums on the policy for many years.

To separate non-restrictive clauses (clauses not necessary to the sentence) from the rest of the sentence:

Mary, who has been with the company only six months, is our best secretary.

To separate adjectives in a series:

Ribbons may be obtained in colors such as blue, green, and red.

Also to separate nouns in a series:

The Personnel Manager rated secretaries, receptionists, and clerks very highly.

To indicate an omission of a word or words that are clearly understood from the context:

Something has been added to this chemical compound.  
What, we are not sure.

Do not use commas where they are not necessary.

● A **SEMICOLON** is a mark of separation almost as full as a period. It is used —

To separate clauses of a compound sentence not joined by a conjunction:

Your letter is well written; it reflects serious thought and diplomacy.

To separate clauses joined by conjunctive adverbs, such as *therefore*, and *however*:

The campaign was a success; however further promotion is needed.

To separate clauses which contain one or more commas:

His performance record, attendance, personality rating, and cooperation are excellent; and we recommend him for promotion.

A **COLON** indicates something that follows, introduces or anticipates. It is used:

Before a quotation:

Last month we wrote: "Until we hear further . . ."

Before a series or a list:

The following equipment is needed: a single pedestal desk, an electric typewriter, an adjustable chair, and a copyholder.

Between two independent clauses which are not joined by a conjunction, if the second clause explains the first:

The product has two advantages: it saves time and money.

Following the salutation in a business letter:

Gentlemen:

The **DASH**, if used sparingly, gives emphasis and liveliness to a sentence. Use dashes to indicate:

1. Emphasis:

We recommend it—but test it for yourself.

2. Change in thought or construction:

He suggested a sales contest—an idea we had not considered.

3. Repetition or summary:

Advertising, marketing, and research—all play a part in sales.

4. A parenthetical expression:

The sales figures—up 10%—increased company earnings.

## POINTS TO REMEMBER

It is considered generally accepted usage to place periods and commas *inside* quotation marks:

Charging interest at a rate higher than that permitted by law is called "usury." (Period inside quotes)

Just to say "Bon Voyage," and to wish you a happy trip abroad. (Comma inside quotes)

Colons and semi-colons are placed *outside* the quotation mark:

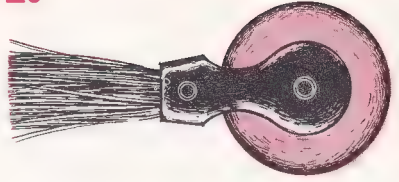
The person that is being sued is known as the "defendant"; the one that is suing is known as the "plaintiff." (Semicolon outside quotes)

The following are usually listed under "Assets": Cash, Furniture, Equipment, and Accounts Receivable. (Colon outside quotes)

Question marks and exclamation points come *inside* the quotation mark if they are part of the actual quotation; *outside* if they end a complete sentence.



# ERROR CORRECTION



To correct a typewritten error, first blot the error with Roytype plastic type cleaner. This removes the heavy black impression on the top layer of the mistyped character, making it possible for you to erase the remainder of the error with a soft, pencil eraser. Correct the original copy first.

Make sure your eraser is clean. For best results in erasing individual letters or words use an eraser shield. To prevent smearing on carbon copies, insert a card or paper in front of each carbon sheet at the point of correction. Use a soft eraser for carbon corrections.



To correct an error on a sheet which has been removed from the typewriter: first, erase the error, then place a sheet of onionskin over the original and insert both sheets into the typewriter. Using the Paper Release and the Variable Line Spacer, adjust the sheets so that:

1. The bottom of the line to be corrected is aligned with the upper edge of the Writing Line Scale.
2. An "l" or an "i" is centered over a gradation line on the Writing Line Scale.

Next move the carriage to the correction point and type the correction on the onionskin. If the characters are out of position, adjust the sheets until corresponding letters can be typed on the onionskin in perfect alignment over the original. Then roll up the sheets several inches and tear away the onionskin over the correction area. Move the carriage to the correction point and type the final correction on the original sheet.

Here is an alternate method which eliminates the use of onionskin. Follow the instructions given above for aligning the typewritten work. Then move the carriage to the correction point and set the ribbon control on stencil. Tap the correct key lightly to determine alignment; reset the ribbon control and type the correction.

# CORRECT SALUTATIONS AND CLOSINGS

Personage	Inside Address	Salutation	Complimentary Close
The President of the United States	The President The White House Washington 25, D. C.	Mr. President: or My dear Mr. President:	Respectfully yours,
Associate Justice of the Supreme Court	Mr. Justice _____ The Supreme Court Washington 25, D. C.	Sir: or My dear Mr. Justice:	Very truly yours,
Member of the Cabinet	The Honorable _____ The Secretary of State Washington 25, D. C.	Sir: or My dear Mr. Secretary:	Very truly yours,
United States Senator	The Honorable _____ The United States Senate Washington 25, D. C.	Sir: or My dear Senator:	Respectfully yours,
Member of Congress	The Honorable _____ The House of Representatives Washington 25, D. C.	Sir: or My dear Mr.:	Very truly yours,
Governor	The Honorable _____ The Governor of _____ City, State	Sir: or My dear Governor:	Respectfully yours,
Member of State Legislature	The Honorable _____ Member of Assembly Capital City, State	Sir: or My dear Mr.:	Very truly yours,
Mayor	The Honorable _____ Mayor of the City of _____ City Hall, City, State	Sir: or My dear Mayor:	Very truly yours,
American Consul	_____, Esq. American Consul at _____	Sir: or My dear Mr.:	Very truly yours,



Personage	Inside Address	Salutation	Complimentary Close
United States Delegate to the United Nations (with Ambassadorial rank)	The Honorable _____ Chief of the United States Mission to the United Nations New York, New York	Sir: or My dear Mr. Ambassador:	Very truly yours,
Foreign Ambassador in the United States	His Excellency _____ Ambassador of _____ Washington, D. C.	Excellency: or My dear Mr. Ambassador	Respectfully yours,
Bishop (Catholic faith)	The Most Reverend _____ Bishop of _____ City, State	Your Excellency: or Most Reverend Sir:	Respectfully yours,
Priest (Catholic faith)	The Reverend _____ Address City, State	Reverend Sir: or Dear Father:	Very truly yours,
Bishop (Protestant faith)	The Reverend Bishop _____ (Sect) Bishop City, State	Reverend Sir: or My dear Bishop:	Respectfully yours,
Protestant Minister	The Reverend _____ Church City, State	Reverend Sir: or My dear Mr.:	Very truly yours,
Sister (Catholic or Protestant)	Sister _____ Church or School City, State	Dear Sister:	Respectfully,
Rabbi (Jewish faith)	Rabbi _____ Congregation _____ City, State	Sir: or My dear Rabbi:	Very truly yours,
Educator	President _____ _____ University City, State	Sir: or My dear President:	Very truly yours,

#### Ordinary Address

Dear Mr. Smith:  
Gentlemen:

#### Closing

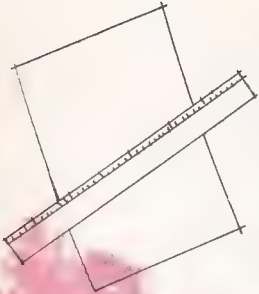
Very truly yours,  
Yours truly,

#### Addressing a Person Whose name is Unknown to you

Dear Sir:      Dear Madam:      Gentlemen:      Ladies:

# TYPING SHORTCUTS

## FINDING THE CENTER OF SHEET




Insert the paper with the left edge at 0, then take the scale reading at the right edge, and divide by two. Royal scales have uniform rulers to simplify the placing of headings anywhere on the sheet and assure accurate alignment of all characters.

## CENTERING THE TITLE

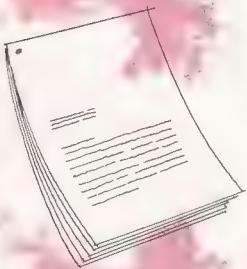
From the center of the sheet (above) backspace *once* for every two letters.

## CHANGING ROYAL'S TWIN-PAK RIBBON



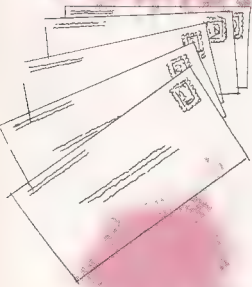
Twin-Pak allows you to change your ribbon without ever touching it. Snap the ribbon carrier fingers together (unnecessary on the Royal Electress) and lift out the used ribbon. Insert the new Twin-Pak into the ribbon carrier; set cartridges on holders, and you are ready to type. There is no winding or threading of ribbon. Your hands remain clean.

## CORRECTING PAGES STAPLED TOGETHER AT THE TOP



Feed in a single sheet of blank paper until the edge appears in front, above the plastic scale or the card fingers. Then insert the bottom edge of the sheet to be corrected between the paper and the cylinder, and turn the cylinder backward to the point of correction. You can correct manuscripts of any thickness this way.

## ADDRESSING ENVELOPES FASTER



Place envelopes face up at either side of machine, and lift paper lock to upright position. Insert first envelope in usual way and address it. Now turn cylinder backward until the top of the addressed envelope is even with the top of the plastic scale or the card holders. Insert second envelope from front, between cylinder and top of the first envelope. Turn cylinder backward until envelope is in addressing position, allowing the first to remain in carriage. Repeat, feeding from front each time.

Inserting envelopes in your Royal Electric is made fast and easy with the automatic vertical spacing control. Drop the envelope against the rear feed roller, depress the vertical spacing control and the envelope is immediately positioned for typing.

## DRAWING VERTICAL OR HORIZONTAL LINES

A special notch is provided on the writing line scale of the Royal Electress for inserting pen or pencil point. Vertical or horizontal lines may then be ruled by moving the carriage or rolling the cylinder in the desired direction.

On all other model Royal typewriters, raise either card holder, and place pen or pencil point in the angle formed by the base of the card holder and writing line scale. Then move carriage or rotate cylinder as above.

Horizontal lines can be drawn quickly and automatically on Royal Electric typewriters by locking the shift and holding down the Automatic Underscore.

## REVERSING A POST CARD WITHOUT REMOVING FROM TYPEWRITER

Disengage the line finder (ratchet release), insert the card behind the plastic scale or the raised card holders, and address it. Then give the cylinder a quick turn to flip the card back over the cylinder. Continue turning cylinder. The card is automatically reversed and reinserted, ready for typing on the other side.

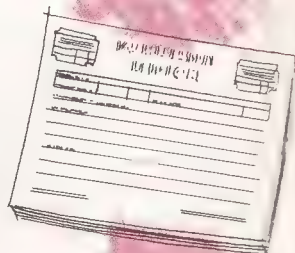
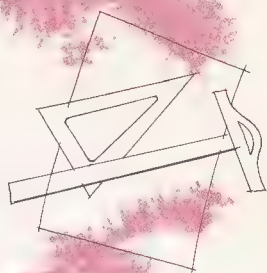
## HANDLING CARBON PACKS

To avoid unnecessary straightening of carbon packs after insertion into the typewriter, try the following:

1. Straighten the pack. Place an envelope with an open flap along the top edge. When the flap is closed, and the pack fed into the typewriter, it feeds through evenly and eliminates the need for adjustments.
2. Without inserting carbon paper, straighten the original sheet and copy sheets. Feed top edge of pack into typewriter, turning cylinder just enough to get a grip on the paper. Then insert the carbon sheets. The pack will remain straight as it is rolled into the typewriter.

## WRITING TELEGRAMS WITHOUT REMOVING LETTER ALREADY IN TYPEWRITER

Pull paper lock forward and roll letter back to show a 2-inch top margin. Insert telegram blank from the back and roll it forward in front of the first sheet of the letter. Before rolling through place a blank against the coated side of each carbon in the letter pack. Then flip the paper lock down, and roll the pack through. Disengage the line finder, write the telegram, and return to the 2-inch top margin of the letter. Remove telegram sheets and continue typing the letter.





## CROWDING AND SPREADING WITH THE NEW ROYAL ELECTRIC

With the Half Forward Spacer it is a simple matter to make these corrections:

TO ADD A LETTER	TO REMOVE A LETTER	TO ADD A SPACE
(ERROR)		
It wil be done.	It willw be done.	It willbe done.
It will be done.	It will be done.	It will be done.
(CORRECTION)		
(PROCEDURE)		
Erase "wil" and move carriage to "t"	Erase "willw" and move carriage to "t"	Erase "be" and move carriage to "l"
Strike space bar <b>once</b>	Strike space bar <b>twice</b>	Strike space bar <b>once</b>
Hold down half-space key while striking "w"	Hold down half-space key while striking "w"	Hold down half-space key while striking "b"
Release half-space key; hold down while striking "i"	Release half-space key; hold down while striking "i"	Release half-space key; hold down while striking "e"
Repeat procedure until entire word is typed	Repeat procedure until entire word is typed	Note that you could have re-typed "will," but it is easier to correct the shortest word

## MAKING SPECIAL CHARACTERS ON YOUR TYPEWRITER

A number of additional typewriter characters can be made by overprinting standard characters as follows:



### STAR

Capital A and small v



### DIVISION

Colon and hyphen



### POUND STERLING

Capital L and hyphen



**EQUATION** Two hyphens using the line finder



### CEDILLA

Small c and comma



### SECTION

Two small s's using line finder



**MINUS** Hyphen



**PLUS** Hyphen and two apostrophes using line finder.

An extra key on all Royal typewriters permits the direct typing of any two of the above characters.

# SELECTING THE RIGHT CARBON PAPER

Carbon paper should be selected by finish and weight, taking the following variables into consideration :

Whether your typewriter is Electric or Manual.

Size and style of type face.

Number of copies desired.

Hardness of typewriter platen.

Weight of bond paper and copy sheets being used.

Depending on the type style and the number of copies to be made :

*An Electric typewriter*, with its sharp, automatic typebar stroke, usually requires carbon paper with a "hard" finish inking—referred to as "Medium" finish—to produce good carbon impressions.

*A Manual typewriter*, operated with a less forceful stroke, usually requires a "soft" finish, darker writing carbon—referred to as "Intense"—to produce good carbon copies.

The thickness or weight of carbon paper is designated in pounds. The weights range from 4 to 10 lbs. Lighter weight papers will make more carbon copies; heavier papers will make fewer copies but are easier to handle and will last longer.

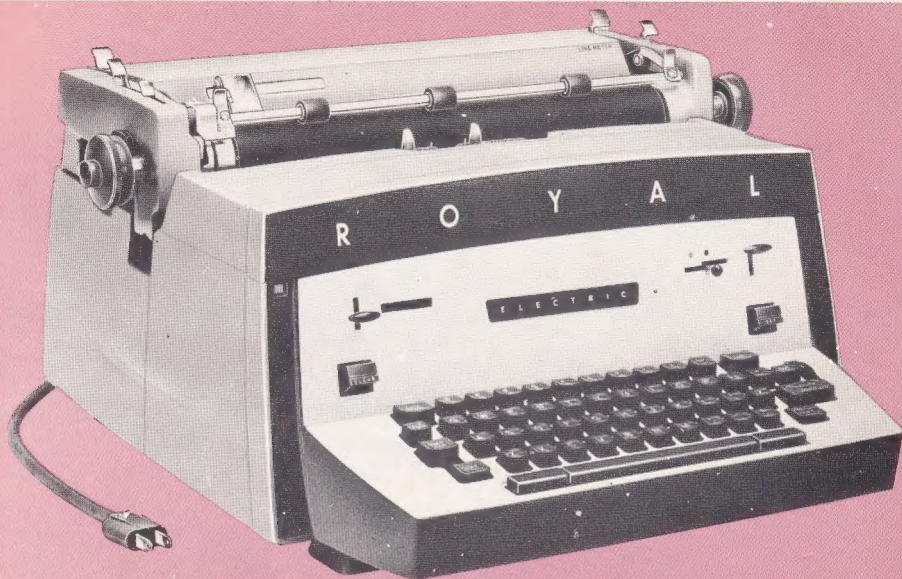
The chart below lists recommended carbon paper weights and finishes based on Royal's plastic-back PARK LANE carbon paper.

NO. OF COPIES	TYPEWRITER	TYPE STYLE	WEIGHT	FINISH
1 to 4	Manual	Pica Elite	7 # 7 #	Intense Medium
	Electric	Pica Elite	10 # 10 #	Medium Medium
5 to 8	Manual	Pica Elite	5 # 5 #	Intense Medium
	Electric	Pica Elite	7 # 7 #	Intense Medium
9 to 12	Manual	Pica Elite	4 # 4 #	Intense Intense
	Electric	Pica Elite	5 # 5 #	Intense Intense

*Your Royal Representative will be happy to assist you in the proper choice of carbon paper and supplies to meet your particular needs.*



# THERE'S A ROYAL FOR



## THE ADVANCED HE ROYAL ELECTRIC

This Superior electric typewriter is the result of years of painstaking research and development. It includes such time and effort saving features as a complete selection of Automatic Repeat Controls; Half Spacer Key for error correction. An

added plus is both a Carbon and Fabric Ribbon as standard equipment at no extra cost. All famous Royal features such as *Magic Margin*, *Twin-Pak Ribbon*, *Touch Control* and *Line Meter* are standard on the new Royal Electric.



## THE NEW ROYAL ELECTRESS T.M.

A contoured beauty, the Electress is a *full-size*, full-featured, rugged electric office typewriter. It has everything you want and expect in an electric, except a high price . . . made possible by a breakthrough in engineering that eliminated more than 1100 parts. Feature innovations include Magic

Monitor — an automatic adjustment that assures uniform typing impression and the crispest, clearest carbons you've ever seen. A Margin Justifying scale, new Touch Control and a host of other advanced features make the new Electress a truly high-performance electric.



# EVERY TYPING NEED!



## THE MATCHLESS NEW ROYAL MANUAL TYPEWRITER

The most handsome, responsive, rugged Royal Manual of them all—the new Royal Empress. It incorporates all the exclusive Royal features—*Magic Margin, Twin-Pak Ribbon, Touch Control*

and completely uniform scales. Plus new, larger Cylinder Knobs for speedy paper insertion; and a new lightning-quick finger-sculptured lever for rhythmic carriage return. The Empress is available in four beautiful decorator colors at no extra cost.



## THE ROYALTYPERT.M.

This brilliant new automatic typewriter is ideal for use wherever quantity, repetitive typing of original letters is needed. It is very easy to operate. One compact unit does all the tape punching, reading, reproduction and automatic typing. The Royaltypewriter types at a speed of 135 words per minute—three to four times the production speed of the average typist.

# ROYAL<sup>®</sup>

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